



Preference Analysis of "Nasional" Fresh Milk Consumers (Case Study in CV Cita Nasional)

Fauziah

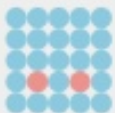
The increasing of education sector has increased people awareness of nutritious food especially for milk consumption. CV Cita Nasional as one of company in milk industry has seen this opportunity to develop its bussiness by its unique distribution. Even though this company has unique differentiation but in this competitive era the company should have more competitive advantage for its product. Marketing research is needed to analyse consumer preference and consumer behavior.

This research was aimed to analyse consumers' preference in milk especially "Nasional" Fresh Milk (SSN). It also to analyse the combination of stimuly which is concumer prefer to. The method of this research was case study by surveying the consumer of SSN. The responden was taken by stratified accidental sampling. The collected data were analysed by Conjoint Analysis, Thrustone Analysis and Price Sensitivity Meter.

The results of this research are (1) Combination of stimuly responden are prefer to cocholate milk, volume 180 ml and tetrapack. (2) The most important factor for choosing milk is its taste. (3) The range of acceptable price is Rp 900 – Rp 1800 with the optimum price is Rp 1100,-

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